Status of Women Canada

2012–13
Report on Plans and Priorities

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Minister of Human Resources and Skills Development

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Minister of Public Works and Government Services
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Minister's Message

Women in Canada today are taking on new challenges, overcoming barriers and stepping into leadership roles. They can be powerful agents of change in their families and their communities, inspiring and opening the doors of opportunity to girls and young women.

Thanks to Canada's leadership in helping to establish the United Nations *International Day of the Girl,* Canada and the world will celebrate this unique commemoration for the first time on October 11, 2012. As we plan for another year of progress, the Government of Canada remains committed to improving the status of women and girls, and to advancing their full participation in the life of our country.

Our government, through Status of Women Canada, will remain focused on three priority areas: eliminating violence against women and girls; strengthening women's and girls' economic security and prosperity; and encouraging women's leadership and decision-making roles.

The Women's Program of Status of Women Canada is now building on the demonstrated success of its support for projects that have been effective in responding to the needs of Canadians, and meeting our priorities for women and girls. The Program's targeted calls for proposals, implemented last year, have also been highly successful. We will continue to issue targeted calls, which allow the Government of Canada, through Status of Women Canada, to respond to new and emerging issues.

Status of Women Canada continues to play a leading role in the sustainable implementation of gender-based analysis and will continue to support federal organizations to use this key lever for advancing gender equality through decision-making processes of government.

As Minister for Status of Women, I am honoured to present Status of Women Canada's *2012–2013 Report on Plans and Priorities.*

Rona Ambrose, P.C., M.P.
Minister of Public Works and Government Services and
Minister for Status of Women

Section I: Organizational Overview

Raison d'être

The Office of the Co-ordinator, Status of Women, known as Status of Women Canada (SWC), is a federal government agency that promotes equality between women and men in all aspects of Canadian life. The mandate of SWC is "to coordinate policy with respect to the status of women and administer related programs" (1976).

SWC is responsible for exercising leadership and working in partnership to advance equality and increase women's participation in the economic, social and democratic life of Canada and in supporting Canada's efforts to meet international obligations; providing expert advice on how to take gender equality into account in developing the best policies and programs for all Canadians; promoting commemorative dates relating to women in Canada; and supporting action and innovation that will lead to equality in communities across Canada.

SWC works to advance equality for women, focusing its efforts in three priority areas: increasing women's economic security and prosperity; ending violence against women and girls; and encouraging women's leadership and decision-making roles.

The Office of the Co-ordinator, Status of Women is estimating expenditures of $29.4 million in 2012–2013. Of this amount, $28.2 million requires approval by Parliament. The remaining $1.2 million represents statutory forecasts that do not require additional approval and are provided for information purposes.

Responsibilities

SWC is the primary federal agency responsible for supporting the Government's agenda to advance equality for women and girls. In fulfilling its mandate, the agency works with a wide range of organizations, building synergies with key stakeholders, collaborating with different levels of government and engaging the private and voluntary sectors.

SWC functions in a complex environment where women's and girls' issues permeate society. To bring about concrete results and enduring benefits for Canadians, the agency carries out its mandate strategically, working in partnerships, focusing its efforts where there is a clear potential for making a difference in the lives of Canadian women and girls, and ensuring its policy intervention and program investments are aligned with Government of Canada priorities. While SWC focuses on three priority areas, the agency is able to address issues specific to diverse groups, such as Aboriginal, immigrant and rural women and girls.

In its policy function, SWC plays the role of a knowledge broker and facilitator, offering advice and strategic support, conducting policy analysis, providing input and making strategic interventions at both domestic and international levels.

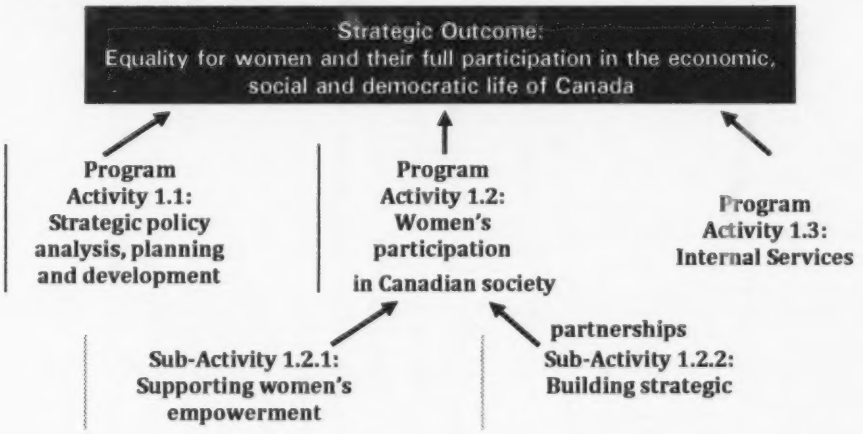
SWC also leads in building capacity for Gender-based Analysis (GBA). This term does not, in fact, adequately describe the actual analytical practice, which involves gender and other multiple aspects of identity. SWC will promote the modernization of GBA practice through the promotion of a gender and diversity approach known as Gender-based Analysis+ (GBA+), a method for examining the intersection of sex and gender with other identity factors. When applied to government work, GBA+ can aid in understanding how Canadian women and men experience public policy. SWC works in collaboration with key stakeholders to facilitate the consideration of gender dimensions in the development of policies and programs.

Through the Women's Program, SWC provides financial and professional assistance to Canadian organizations to carry out projects that advance equality and the full participation of women and girls. SWC invests resources where there is a clear potential for making a difference in the lives of Canadian women and girls.

SWC's regional offices are located in Montreal (serving Quebec), Moncton (serving New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland and Labrador), and Edmonton (serving Alberta, Manitoba, Saskatchewan, British Columbia, Northwest Territories and Yukon). The National office, including Nunavut, and Ontario regional offices are located within the headquarters in the National Capital Region. (http://www.swc-cfc.gc.ca)

Strategic Outcome and Program Activity Architecture (PAA)

Program Activity Architecture for 2012–2013


Strategic Outcome:
Equality for women and their full participation in the economic, social and democratic life of Canada
Program Activity 1.1: Strategic policy analysis, planning and development
Program Activity 1.2: Women's participation in Canadian society
Program Activity 1.3: Internal Services
Sub-Activity 1.2.1: Supporting women's empowerment
Sub-Activity 1.2.2: Building strategic partnerships

Organizational Priorities

Priority	Type	Strategic Outcome
Addressing violence against women and girls	Ongoing	Equality for women and their full participation in the economic, social and democratic life of Canada

Description

Why is this a priority?

Women and girls continue to be victimized at alarming rates. The 2011 Speech from the Throne demonstrates the Government's commitment to address the problem of violence against women and girls.

Plans for Meeting the Priority

Strategic Interventions/Collaboration

- Play a coordinating role between the Federal-Provincial-Territorial (FPT) Ministers Responsible for the Status of Women and Statistics Canada on the production of indicators that will advance understanding of the breadth and severity of violence against women and girls;
- Provide financial and professional assistance to organizations to support projects;
- Work with organizations and other federal departments to identify shared funding opportunities; provide assistance in engaging federal funds; and
- Strengthen Women's Program networks and work with federal and other partners on horizontal issues.

Knowledge Brokering

- Increase awareness of the key role that men and boys can play in violence prevention and highlight related opportunities for meaningful collaboration with key partners; and
- Facilitate networking of groups with a shared goal.

Priority	Type	Strategic Outcome
Empowering girls	New	Equality for women and their full participation in the economic, social and democratic life of Canada

Description

Why is this a priority?

The United Nations has declared October 11, 2012, as the world's first *International Day of the Girl.* Canada, with support from non-governmental organization Plan Canada, led the international community in adopting this day.

Description (cont'd)

Plans for Meeting the Priority

Strategic Interventions/Collaboration

- Promotion of the first International Day of the Girl, October 11, 2012; and
- Provide financial and professional assistance to organizations to support projects.

Knowledge Brokering

- Work with partners to create a better understanding of the situation of girls in Canada to mark and celebrate the inaugural International Day of the Girl; and
- Strengthen Women's Program networks; work with federal and other partners.

Priority	Type	Strategic Outcome
Increasing representation of women in leadership roles	Ongoing	Equality for women and their full participation in the economic, social and democratic life of Canada

Description

Why is this a priority?

Women continue to be under-represented in key decision making forums and venues. For example, women currently hold 15% of board seats in *Financial Post* 500 firms; and 40% of the *Financial Post* 500 firms have no women on their boards (source: *2011 Canadian Board Diversity Council Report Card*). Women are under-represented in the political realm as well. For example, as of May 2011, only 16% of Canadian mayors and 25% of city councilors were women.

Plans for Meeting the Priority

Strategic Interventions/Collaboration

- Provide financial and professional assistance to organizations to support projects.

Knowledge Brokering

- Advance understanding of the benefits of women's contributions to leadership in business and democratic life, and examine and exchange knowledge with key partners about strategies to overcome barriers to women's representation in leadership roles; and
- Develop a Women's Program knowledge management and dissemination strategy. The strategy will strengthen SWC's capacity to share knowledge with stakeholders. It will also assist organizations working to advance gender equality, facilitating their access to expertise, resources, tools and materials to operate more effectively.

Priority	Type	Strategic Outcome
Strengthening the implementation of gender-based analysis (GBA) in the federal administration	Ongoing	Equality for women and their full participation in the economic, social and democratic life of Canada

Description

Why is this a priority?

This is a priority to enable a growing number of organizations and actors to integrate GBA more systematically into their work and decision-making processes, including through the continued implementation of the *Departmental Action Plan on Gender-Based Analysis.*

Plans for Meeting the Priority

Strategic Interventions/Collaboration

- Support the implementation of a more inclusive gender-based analysis method, one that starts with gender and goes beyond, taking into account diversity in examining the impact of government initiatives on women and girls and men and boys.

Knowledge Brokering

- Collaborate with central agencies and other federal organizations on continuing to implement the *Departmental Action Plan on Gender-Based Analysis.*
- Provide advice and facilitate collaboration and exchanges of best practices among other federal organizations and the provinces and territories to increase integration of GBA+ practices in policies and programs, including those delivered by horizontal mechanisms.

Priority	Type	Strategic Outcome
Modernizing programs and services for Canadians	New	Equality for women and their full participation in the economic, social and democratic life of Canada

Description

Why is this a priority?

Through continuous innovation and transformation, the agency ensures efficiency, accountability and effective allocation of resources to achieve results.

Plans for Meeting the Priority

- Enhance the Women's Program management and accountability to achieve better results and greater impact.
- Implement Information Management Initiatives to safeguard SWC's information as a strategic asset.

Risk Analysis

Planning Context

Canada continues to be a country where the foundation of equality for women and girls is strong. Data obtained from sources such as *Women in Canada: A Gender-based Statistical Report (2010–2011)* commissioned by SWC and 18 other federal organizations, and produced by Statistics Canada, shows steady progress toward equality for women and girls in Canada. It also shows areas where further progress is required, including but not limited to:

- ***Leadership:*** Canadian women are making great strides in leadership. For example, in 2009, women comprised 51.2% of business and financial professionals, up from 38.3% in 1987, and 31.6% of those in senior management, up from 21% in 1987. However, more work needs to be done to increase women's representation in politics, where, for example, only 16% of Canada's mayors are women, and women hold only 14.5% of corporate board seats among Canada's top 500 companies.
- ***Violence:*** There are signs of progress in addressing violence against women and girls, with a dramatic decrease in the rate of spousal homicide in which women are victims. In 2009, the rate was a third of the 1979 figure. However, statistics also show that continued efforts are needed to eliminate violence against women and girls. For example, women are overwhelmingly the victims of sexual assault, compared to men.
- ***Wage Gap:*** Gaps remain, but progress is being made on closing the gender wage gap. Women now earn, on average, an hourly wage of almost 84 cents compared to every dollar earned by men (an increase of 8% since 1988).

Operating Environment

SWC continues to operate in a complex environment where advancing gender equality remains a shared responsibility both within and outside of the federal government. SWC faces the same challenges in delivering on horizontal files as any other small organization and needs to focus its efforts to best serve Canadians. The agency has implemented a Corporate Risk Profile, as required, to address strategic risks and management priorities in keeping with its available resources.

Planning Summary

Budget 2010 announced measures to reduce the rate of growth in operating expenditures in an effort to restore balance to public finances over the next five years. As a result, 2012–2013 budgets will be frozen at 2010–2011 levels and organizations will not be funded for new wage increases. The impact of this freeze will be mitigated through targeted reductions in spending in various discretionary activities such as the use of temporary help services and reengineered processes.

Financial Resources ($ millions)

2012–2013	2013–2014	2014–2015
29.4	29.4	29.4

Human Resources (full-time equivalent—FTE)

2012–2013	2013–2014	2014–2015
94	94	94

Planning Summary Table ($ millions)

Strategic Outcome: Equality for women and their full participation in the economic, social and democratic life of Canada					
Program Activity	Forecast Spending 2011–2012	Planned Spending 2012–2013	Planned Spending 2013–2014	Planned Spending 2014–2015	Alignment to Government of Canada Outcomes
Strategic policy analysis, planning and development	2.0	1.8	1.8	1.8	Government Affairs: A transparent, accountable, and responsive federal government. http://www.swc-cfc.gc.ca/abu-ans/index-eng.html
Women's participation in Canadian society	24.9	24.2	24.2	24.2	Economic Affairs: Income security and employment for Canadians. http://www.swc-cfc.gc.ca/fun-fin/wcf-fcf/index-eng.html
Total Planned Spending		**26.0**	**26.0**	**26.0**	

Program Activity	Forecast Spending 2011–2012	Planned Spending 2012–2013	2013–2014	2014–2015
Internal Services	3.9	3.4	3.4	3.4
Total Planned Spending		**3.4**	**3.4**	**3.4**

Contribution of Organizational Priorities to Strategic Outcome

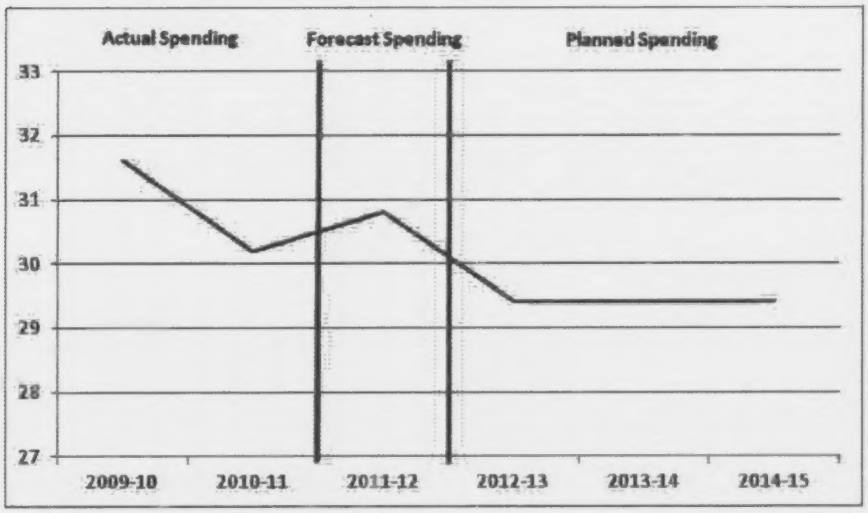
Priority	Type	Links to Strategic Objective	Description
Addressing violence against women and girls	Ongoing	Equality for women and their full participation in the economic, social and democratic life of Canada	This priority addresses the fact that women and girls continue to be victims of violence at alarmingly high rates.
Empowering girls	New		Canada took the lead at the UN on establishing the International Day of the Girl. This priority seeks to enable girls and young women to be powerful voices of change in their families, their communities and their nations.
Increasing representation of women in leadership roles	Ongoing		This priority addresses the under-representation of women in key decision-making forums and venues.
Strengthening the implementation of gender-based analysis (GBA) in the federal administration	Ongoing		This priority seeks to enable a growing number of organizations and actors to integrate GBA into their work and their decision-making processes.
Modernizing programs and services for Canadians	New		This priority stresses continuous innovation and transformation of SWC's programs and services to ensure they are well managed and accountable and that resources are allocated to achieve results.

Expenditure Profile

Actual spending from 2009–2010 to 2010–2011 includes all Parliamentary appropriations: Main Estimates, Supplementary Estimates and transfers from Treasury Board such as the operating budget carry-forward adjustment.

- 2009–2010 actual spending was at its highest due to re-profiled transfer payment funding from 2008–2009.
- 2011–2012 forecast spending has increased compared to 2010–2011, mostly due to severance payments requested by employees as per renegotiated collective agreements.
- For the period 2012–2013 to 2014–2015, total spending corresponds to planned spending. At this point, supplementary funding remains unknown.

Departmental Spending Trend ($ millions)



Estimates by Vote

Estimates by Vote are presented in the 2012–2013 Main Estimates, which are available at: http://www.tbs-sct.gc.ca/est-pre/index-eng.asp.

Section II: Analysis of Program Activities by Strategic Outcome

Strategic Outcome: Equality for women and their full participation in the economic, social and democratic life of Canada

The agency's two program activities, discussed below, are designed to achieve results that are not only complementary but also contribute to the achievement of or progress toward this strategic outcome.

Program Activity 1.1: Strategic Policy Analysis, Planning and Development

Program Activity Description

SWC develops strategic policy analysis, advice, and tools to support federal departments and central agencies in identification of policy priorities and in integrating gender-based analysis in existing and proposed policies, programs and initiatives. This is done through collaboration with other federal departments, provincial-territorial governments, civil society, and key international partners.

Financial Resources ($ millions)

2012–2013	2013–2014	2014–2015
1.8	1.8	1.8

Human Resources (Full-Time Equivalent—FTE)

2012–2013	2013–2014	2014–2015
17	17	17

Program Activity Expected Results

Result	Performance Indicator	Target
Increased policy effectiveness in addressing women's issues and gender equality	Number of departments that respond to women's issues effectively through policy/program formulation and implementation	3–5 departments per year
Capacity of federal government departments to apply GBA	Percentage of other government departments with increased capacity to incorporate GBA into their policy and program activities.	3–5 departments per year
Increased integration of women's issues in the formulation of policies and programs.	Number of new and improved policies and programs that respond to women's issues.	3–5 policies per year

Planning Highlights

In carrying out this program activity, SWC plays the role of knowledge broker, providing advice, expertise, recommendations and collaborating on horizontal initiatives that address gender equality issues. The objective is to promote gender as a cross-cutting theme that must be taken into account in decision-making processes, including policy and program development, resource allocation, legislative initiatives and others.

In 2012–2013, SWC will carry out the following priority activities through this PA:

1. Strategic Interventions/Collaboration

SWC will continue to work with federal partners to: i) identify gaps in policy and programming, ii) develop responsive, inclusive policies, and iii) promote the collection of sex-disaggregated data to create benchmarks and inform target setting.

SWC and its provincial and territorial counterparts will continue to support work in promoting the recruitment and retention of women in science, engineering, skilled trades and technology.

SWC will play a coordinating role between the Federal-Provincial-Territorial (FPT) Ministers Responsible for the Status of Women and Statistics Canada on the production of indicators that will help the Government and external stakeholders grasp both the breadth and severity of violence against women, and how it has changed over time.

SWC will collaborate with other federal organizations, FPT partners, academic institutions, civil society and others to fulfill Canada's international obligations with respect to gender equality.

SWC will work to advance overall government priorities on the international stage, building on accomplishments such as the International Day of the Girl, based on its domestic expertise, and in partnership with key federal departments responsible for international affairs.

2. Knowledge Brokering – Collaboration with and support for federal partners for program and policy development

SWC will continue to facilitate inter-departmental partnerships to: i) avoid duplication, ii) leverage federal investment in addressing women's and girls' issues, iii) share information, and iv) maximize positive impact on women and girls.

SWC will continue to advance understanding of the benefits of women's contributions to leadership in business and democratic life, and examine and exchange knowledge with key partners about strategies to overcome the barriers to women's representation in leadership roles.

SWC will work with key partners to create a better understanding of the situation of girls in Canada to mark and celebrate the inaugural *International Day of the Girl.*

SWC has identified the engagement of men and boys in violence prevention as an emerging issue and an area where there is an opportunity for meaningful collaboration with key partners. There is growing recognition that the problem of violence against women and girls can only be solved with the active participation of men and boys.

3. Sustainable Capacity of Federal Government Departments to Apply GBA

SWC will continue to implement the *Departmental Action Plan on Gender-based Analysis* that was tabled with the House of Commons Public Accounts Committee in October 2009, in collaboration with the Privy Council Office (PCO) and Treasury Board Secretariat (TBS). Supported by the central agencies, SWC will continue its efforts to promote GBA as an integrated practice throughout the federal government. The agency, with PCO and TBS, will also continue to offer training, deliver tools and provide technical advice, information and support to federal organizations to develop capacity to integrate GBA in policies, programs and legislative initiatives, and in keeping with the Action Plan. GBA is a shared responsibility across the federal government; the requirement to perform and document analysis and account for results rests with individual departments and agencies.

Seizing on the opportunity provided by the *Departmental Action Plan on Gender-Based Analysis,* and building on the commitment made in the *2010–2011 Report on Plans and Priorities* to "explore progressive integration of intersectionality," SWC will promote the modernization of GBA practice with the introduction of Gender-based Analysis+ (GBA+). This modernization better captures the intersection between gender and other aspects of diversity, such as age and geography, which underpins any good analysis.

Program Activity 1.2: Women's participation in Canadian society

Program Activity Description

This program activity strengthens women's full participation by addressing their economic and social situations and their participation in democratic life through financial and professional assistance for projects and through strategic partnerships that leverage resources involving public institutions and non-governmental organizations.

Financial Resources ($ millions)

2012–2013	2013–2014	2014–2015
24.2	24.2	24.2

Human Resources (full-time equivalent—FTE)

2012–2013	2013–2014	2014–2015
32	32	32

Program Activity Expected Results

Result	Performance Indicator	Target
Increased participation of women in their communities	Proportion of funded projects that demonstrate level of women's participation in their communities.	10% of projects
Increased awareness among women in identifying and/or removing barriers to their participation in their communities.	Proportion of funded projects that demonstrate raised awareness or knowledge acquisition among women in identifying and/or removing barriers to their participation in their communities.	10% of projects
Increased partnerships with other federal departments, levels of government, non-governmental organizations and the private sector.	Proportion of funded projects involving partners addressing women's issues through joint projects.	10% of projects

Planning Highlights

In carrying out this program activity, SWC provides financial and professional assistance to organizations to carry out projects that work to bring about equality and the advancement of women and girls at the local, regional and national levels. Projects address the economic and social situation of women and girls and their participation in democratic life. Specifically, there are three programming priority areas: ending violence against women and girls, improving women's and girls' economic security and prosperity; and encouraging women and girls in leadership and decision-making roles.

In 2012–2013, SWC will carry out the following priority activities through this PA:

1. Strategic Interventions/Collaboration

SWC will invest strategically, focusing on areas where the need is greatest and where there is a clear potential for making a difference in the lives of women and girls in Canada. SWC will continue to support and invest in projects that address women's and girls' economic security and prosperity; seek to end violence against women and girls; and promote women and girls in leadership and decision-making roles. Through partnerships and community involvement, SWC increases the sustainability of its project investments.

On the issue of *violence against women and girls,* special consideration will be given to projects that target specific issues such as the root causes of violence against women and girls. SWC will provide assistance to organizations seeking federal funds for such projects and will continue to develop and strengthen partnerships with support networks and will work horizontally with other federal departments to address violence against women and girls.

Regarding *increasing the representation of women in leadership roles,* SWC will work to identify funding opportunities that support innovative or proven strategies.

2. Knowledge Brokering

To leverage programming expertise to support SWC's role as a knowledge broker, the Women's Program will develop a knowledge management and dissemination strategy. In addition to strengthening SWC's capacity to share knowledge, the strategy will also facilitate access to the expertise, resources, tools and materials that organizations need to more effectively advance gender equality. SWC will continue to facilitate networking among groups with a shared goal, and work to strengthen its own networks with federal (and other) partners.

3. Modernizing Programs and Services

SWC will continue its work to modernize and streamline its program management strategies and administration to ensure responsible and strategic management and investment practices.

Program Activity 1.3: Internal Services

Program Activity Description

Internal Services are groups of related activities and resources that support an organization's programs and its corporate obligations. These service groups are: Management and Oversight, Communications, Legal, Strategic Planning and Reporting, Audit and Evaluation, Human Resources, Financial Management, Information Management, Information Technology, Real Property, Materiel, Acquisition, Travel and Administration. They also include the budget for the Office of the Minister for Status of Women.

Financial Resources ($ millions)

2012–2013	2013–2014	2014–2015
3.4	3.4	3.4

Human Resources (Full-Time Equivalent—FTE)

2012–2013	2013–2014	2014–2015
45	45	45

Planning Highlights

Key management priorities to be carried out in 2012–2013 include:

- Implementing a new electronic document management system and reviewing all personal information banks to safeguard SWC's information as a strategic asset and to maximize its value in the service of Canadians.
- Addressing recommendations in the 2011–2012 Core Control Audit by the Office of the Comptroller General to ensure the effectiveness of financial management controls at SWC.
- Strengthening internal communications to enable employees to more effectively and coherently communicate the agency's objectives.

Section III: Supplementary Information

Financial Highlights

The future-oriented financial highlights presented within this section of the RPP are intended to serve as a general overview of SWC's financial operations. They are prepared on an accrual basis to strengthen accountability and improve transparency and financial management.

SWC is financed by the Government of Canada through Parliamentary authorities. Financial reporting of authorities provided to SWC does not parallel financial reporting according to generally accepted accounting principles since authorities are primarily based on cash flow requirements. Consequently, items forecast in the consolidated future-oriented statement of operations are not necessarily the same as those forecast through authorities from Parliament. A reconciliation of forecast authorities available (based on RPP forecast/planned spending amounts) and the forecast net cost of operations is set out in Note 5 of the organization's future-oriented financial statements.

Condensed Future-Oriented Statement of Financial Position at March 31 ($ thousands)

		Forecast	
	% Change	2012–2013	2011–2012
ASSETS			
Financial	—	3,487	3,487
Non-financial	13%	294	260
Total Assets	**1%**	**3,781**	**3,747**
LIABILITIES			
Accounts payable and accrued liabilities	—	3,119	3,119
Other liabilities	2%	1,751	1,723
Total Liabilities	**1%**	**4,870**	**4,842**
EQUITY			
Total Equity	**1%**	**(1,089)**	**(1,095)**
TOTAL	**1%**	**3,781**	**3,747**

Condensed Future-Oriented Statement of Operations for the year ending March 31 ($ thousands)

		Forecast	
	% Change	2012–2013	2011–2012
Total operating expenses	–10%	11,889	13,254
Total transfer payments	—	18,950	18,950
Total expenses	–4%	30,839	32,204
Net cost of operations	**–4%**	**30,839**	**32,204**

Future-Oriented Financial Statements

SWC's future-oriented financial statements for the years ending March 31, 2012 and March 31, 2013 are available at: http://www.swc-cfc.gc.ca/account-resp/pr/fin/index-eng.html.

List of Supplementary Information Tables

All electronic supplementary information tables found in the *2012–2013 Reports on Plans and Priorities* can be found on the Treasury Board of Canada Secretariat website (http://www.tbs-sct.gc.ca/rpp/2012-2013/index-eng.asp).

- Details on Transfer Payment Programs
- Greening Government Operations

Section IV: Other Items of Interest

One of the ways that SWC advances its priorities is through its promotion of commemorative dates. In the coming year, the agency will prepare and distribute a variety of promotional materials to raise Canadians' awareness of milestones in the history of women; to celebrate progress toward equality; and encourage reflection on the challenges that remain. The agency uses a variety of traditional and electronic formats, including social media, to disseminate its products.

International Women's Day, March 8: Canadians join the international community for a celebration of women, peace and human rights.

Women's History Month (October): Each October, Canadians are encouraged to learn about the important contributions of women and girls to Canada's history – and to the quality of our lives today.

International Day of the Girl, October 11: Canada, with the support of Plan Canada, led the international community in adopting this day, which will help to empower girls throughout the world as citizens and powerful motivators of change.

Person's Day, October 18: On October 18, 1929, a group of women who became known as the Famous Five won their case before the British Privy Council for Canadian women to be recognized as persons before the law and therefore eligible to sit in the Senate.

The 16 Days of Activism against Gender Violence, November 25 – December 10: November 25, the *International Day for the Elimination of Violence Against Women,* marks the beginning of the worldwide *16 Days of Activism against Gender Violence*; December 10, International *Human Rights Day,* marks the end.

National Day of Remembrance and Action on Violence Against Women, December 6: On the anniversary of the 1989 Montréal Massacre, Canadians remember the victims of gender-based violence and consider concrete actions to end all forms of violence against women and girls.

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For SWC publications, please visit http://www.swc-cfc.gc.ca.